

ABSTRACT

The subject invention provides information system providing reference information from keyword information and/or an object selected from content interest rendered by media. In the system of this invention, information registering equipment, information viewing equipment and information search equipment are interconnected across a computer network. The information search equipment compares the content/object identifying information specifics and/or the keyword information specifics received from the information viewing equipment and the information registering equipment for matching. If matching occurs, the information search equipment transmits the reference information to the information viewing equipment through the computer network.